

A wānanga as provided under section 398D of the Education and Training Act 2020, is an institution that: “Māori, have been instrumental in establishing; a wide diversity of teaching and intellectual endeavour that is closely interdependent; associated with higher learning; and are kaitiaki of Mātauranga Māori, te Reo Māori, and tikanga Māori within the tertiary education sector. A wānanga positions themselves within the networks of indigenous tertiary institutions across the world and contributes to the setting of international indigenous standards of teaching and intellectual endeavour”.

Tūranga / Position:	Advisor – Tauira Recruitment (DynaSpeak)	
Uepū / Wāhanga / Department:	Ako Excellence National Delivery DynaSpeak	
Takiwā / Rohe / District:	As per Letter of Offer	
Wāhi Mahi / Location:	As per Letter of Offer	
Reports to:	Manager - Operations	
Whakatau ki / Direct reports:	n/a	
Indirect Reports:	n/a	
Māka Pūtea / Salary Grade:	Level 6	
Wā Roanga / Tenure:	As per Letter of Offer	
Key Relationships:	Internal:	All Te Wānanga o Aotearoa (TWOA) kaimahi
	External:	External Stakeholders (Contractors and Suppliers) International Agents Overseas Education providers Secondary Schools Tauira, iwi, hapū and whānau Relevant external agencies and providers (TEC, MoE, NZQA)

Pūtake Tūranga / Role Purpose

The primary purpose of the Advisor – Tauira Recruitment (DynaSpeak) is to effectively promote and represent DynaSpeak's New Zealand Certificate in English Language (NZCEL) programmes — spanning Foundation through to Level 5 Academic — in both domestic and international markets. By employing targeted recruitment techniques and providing exceptional customer service, the Advisor – Tauira Recruitment (DynaSpeak) aims to convert enquiries into enrolments.

This role is also responsible for bolstering DynaSpeak's online presence and outreach through digital marketing efforts. Additionally, the Advisor – Tauira Recruitment (DynaSpeak) supports recruitment events, hosts programmes, and collaborates closely with various teams to ensure a seamless journey from initial interest to enrolment.

DynaSpeak is one of Aotearoa New Zealand's largest English language providers, operating across

Auckland campuses (Queen Street, Albany, Botany, and New Lynn) and expanding nationally to Hamilton, Wellington, Palmerston North, and Māngere. The Advisor – Tauira Recruitment (DynaSpeak) will play a central role in driving growth across this multi-site national network and in opening new international student pipelines, contributing to the long-term success of DynaSpeak's educational mission with migrant and international communities across Aotearoa and beyond.

Key Responsibilities	Deliverables / Accountabilities
Role Specific Requirements	Tauira Recruitment & Market Development - Contribute to the development, implementation, and review of recruitment plans and campaigns that support domestic and international student enrolments. - Monitor market trends and competitor activity to contribute to international recruitment planning and identify potential target markets. - Provide support and guidance to prospective students from enquiry through to enrolment, helping them identify suitable study pathways and complete the enrolment process. - Maintain and update CRM records to monitor prospect engagement, track application progress, and maximise conversion opportunities - Work closely with the Tauira Registry, Programme Delivery, and Education Support teams to support a smooth transition from enquiry to enrolment. Digital Marketing & Brand Enhancement - Support the development and production of high-impact, persuasive marketing content for social media, websites, landing pages, and email campaigns to promote DynaSpeak and Te Wānanga o Aotearoa (TWOA) programmes. - Support DynaSpeak's online and social media presence and respond to enquiries within agreed timeframes. - Collaborate with internal marketing teams to support campaigns, track their effectiveness, and identify opportunities to increase enquiries and enrolments. Event Hosting and Stakeholder Engagement - Support the planning and delivery of recruitment events (domestic and international), including open days, information sessions, and online events. - Represent the organization at onshore and offshore events, promoting New Zealand education opportunities and showcasing DynaSpeak's educational offerings to prospective students, families, and key community stakeholders. Education Partner Relationships - Build and maintain effective working relationships with stakeholders, acting as a key point of contact to support engagement and service delivery as required.

Key Responsibilities	Deliverables / Accountabilities
	- Provide accurate advice, guidance and promotional material to stakeholders to support effective and compliant service delivery. - Monitor agent performance and provide feedback to management (as required) to ensure quality submissions, ethical recruitment, and effective partner contract management. Compliance Administration - Maintain current knowledge of and ensure compliance with all relevant education, immigration, and learner welfare regulations and codes of practice. - Coordinate learner support requirements, monitor insurance compliance, and fulfil reporting obligations to regulatory bodies. - Administer international admissions, including eligibility assessment, fee verification, and issuance of Offers of Place and visa documentation. - Maintain accurate international student records, insurance verification, and compliance documentation in line with regulatory/audit requirements - Provide NZCEL pathway advice and placement support, ensuring students are enrolled in programmes aligned with their language proficiency and learning goals. Tauira Pastoral Care and Onboarding - Provide pre-arrival support to students, including accommodation arrangements, airport transfers (where required), and pre-departure information. - Provide input for the development and delivery of orientation programmes that help international tauira settle into their studies and life in New Zealand. - Collaborate with internal teams to help tauira settle into their studies and achieve their learning goals
Driving for Business Performance: Role content specific to the relevant subject matter expertise or specialism of this role. Responsibility for specific KPIs or performance and or reporting metrics.	- Accountable for task completion and quality. - Sets clear direction for self. - Seeks own development and takes accountability. - Provides feedback and builds trust. - Contributes to team capability and cohesion.
Financial Responsibility	- Uses resources responsibly. - Understands cost implications.

Key Responsibilities	Deliverables / Accountabilities
Problem Solving Requirements including but not limited to: Decision-Making Authority & Delegations Level of autonomy in strategic, operational, or tactical decisions. Impact of decisions across the organisation or sector.	- Makes task decisions within role scope. - Escalates complex, strategic or people-related issues. - Follows established processes
Kaupapa Matua Te Wānanga o Aotearoa has a unique history and operating context. Te Kaupapa Matua o Te Wānanga o Aotearoa tells our history, guides our future and shapes the unique identity of our Wānanga. There is therefore an expectation that kaimahi will follow and work by these guiding principles.	- Able to articulate the history, evolution and unique context of Te Wānanga o Aotearoa. - Actions are aligned with Te Wānanga o Aotearoa leaders. - Ngā Uara are applied in a manner that protects the mana of Te Wānanga o Aotearoa, leadership peers and kaimahi
Communications and Relationship Management Effectively builds and maintains relationships that uphold the reputation and mana of Te Wānanga o Aotearoa	- Communication style and frequency supports internal and external contact with stakeholders, establishing and maintaining meaningful relationships with potential, new and existing clients, external networks, and key partner groups across Aotearoa and international markets
Information Management Te Wānanga o Aotearoa records are created and maintained in corporate information systems, meeting specified information management standards and legislation.	- Meet the statutory responsibilities detailed in the Data, Information, and Records Management Tikanga Whakahaere. - Create and manage records of TWoA activities in accordance with TWoA privacy, data, information, and records management policies and procedures.
Health and Safety Uphold and comply with the Health and Safety at Work Act 2015. Demonstrate a commitment to Te Wānanga o Aotearoa health and safety policies and	- Report potential risks, incidents and near misses so the organisation can investigate, and eliminate or minimise harm or risk of harm, in accordance with TWoA Health and Safety policies and procedures. - Promotes personal and team wellbeing. - Recognises and actively manages stress.

Key Responsibilities	Deliverables / Accountabilities
procedures and take reasonable care to look after your own health and safety at work, your fitness for work, and the health and safety and well-being of others.	
Other Duties	- Undertake other duties as required by the employer provided the kaimahi has the required skills and qualifications.
The kaimahi shall be required to exercise all their skills and knowledge to achieve the position objectives and follow any current or future procedures and policies related to achieving them. The responsibilities and expectations outlined in this position description may alter as business needs change. In addition, specific objectives and outcomes will be agreed upon with the upline manager on an annual basis.	

Person specification

Qualifications: <i>Please list role specific qualifications</i>	- Bachelor's degree in Marketing, Business or a related field - Full NZ Drivers Licence (Class 1).
Essential Experience and Skills: <i>Please list role specific skills and years of experience</i>	- 3+ years' experience in a marketing, administration or coordination role - 3+ years' experience with taura (student) recruitment, preferably in the tertiary sector - Proven experience in event management - Proven experience in international markets - Proven experience in developing and delivering marketing and promotional activities, maintaining brand integrity, and applying culturally appropriate practices, including the respectful and accurate use of Māori imagery and visual identity - Intermediate user knowledge of Microsoft suite of applications (ie. Outlook, Excel, Word, Power Point, Publisher) - Ability to communicate effectively in one or more languages other than English is highly desirable - Proven experience working and supporting diverse client groups. - Excellent relationship management skills with a demonstrated ability to work collaboratively across TWoA. - Strong communication skills.
Āhuatanga Māori	- Demonstrated commitment to participating fully in cultural activities (e.g., pōwhiri / karakia /Te Whāriki) and exemplify

	Māori values. - Prepared to increase knowledge, understanding and everyday use of te reo and āhuetanga Māori and support other kaimahi in the same endeavour. - Te Kaupapa Mātua is understood and applied to mahi and relationships.
Essential Attributes:	Governance Awareness & System Leadership - Understands governance roles. - Adheres to delegated authority. Critical Thinking and Strategic/Planning Contribution - Understands organisation's purpose. - Can articulate how their role contributes to organisational goals. - Contributes ideas. Understands how tasks relate to wider goals. Financial Responsibility - Uses resources responsibly. - Understands cost implications. Communication, motivational and empowerment skills - Uses storytelling to influence behaviour and inspire teams to achieve goals and link to organisation purpose. Digital & Technology Fluency, Adoption & Modernisation - Uses basic digital tools. Data-Informed Decision-Making - Understands simple data. Innovation & Continuous Improvement - Suggests improvements. - Adapts practices.